

NextGen Senior Supporters Mailing List



Total Universe: 17,878,003

Base Rate: \$95/M

Description Summary

The NextGen Senior Supporters Database is a comprehensive and meticulously curated resource designed for marketers seeking to engage with adult children who play a vital role in supporting and caring for their aging parents. These influential decision-makers are deeply involved in important choices related to medical care, living arrangements, home health services, financial planning, and safety solutions. This highly targeted database offers postal, telemarketing, and email contacts for a unique audience that balances family responsibility with practical needs, providing you with direct access to a responsive and motivated demographic nationwide.

How Our Data Is Compiled

The NextGen Senior Supporters Database is built from a combination of self-reported survey data, membership records from caregiving and senior support organizations, and verified purchase history related to eldercare products and services. Additional inputs come from public records and proprietary data sources, ensuring a multi-dimensional view of this important market segment. To maintain the highest standards of data quality, the database is updated monthly and undergoes rigorous address verification through CASS certification as well as NCOA processing to ensure deliverability and accuracy for all campaigns.

Consider The Facts

- Adult children are often involved in managing or assisting with their parents' finances, including budgeting for healthcare costs and long-term care insurance.
- The majority of these caregivers are between 45 and 64 years old, often balancing caregiving with full-time employment and family responsibilities.

Recommended Usage

Perfect for marketers in home healthcare, medical equipment, senior living communities, financial and legal services, safety and monitoring solutions, and wellness products tailored to caregivers and their parents. Whether you are running direct mail, email marketing, telemarketing, or multi-channel outreach, the NextGen Senior Supporters Database enables precise targeting of engaged adult children ready to make informed decisions that improve the quality of life for their aging loved ones.

Popular Selections (for additional selections please inquire)

Age of Child
Age of Parent
Geography
Email

Income
Language Spoken
Dwelling Type
Credit Score

Marital Status
Ailment Flag
Home Market Value
Phone Number

Market Type

U.S. Business

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data,
Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$475.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Yes

Commission

Standard 20% broker/agency commission is extended to all trade partners.

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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